

DIANA TSZ UE LAM

Honours Mathematics — University of Waterloo

✉ d22lam@uwaterloo.ca

✉ [647-450-1122](tel:647-450-1122)

in [linkedin.com/in/diana-tsz-ue-lam/](https://www.linkedin.com/in/diana-tsz-ue-lam/)

github.com/dianalam122

Technical Skills

Languages: HTML/CSS, JavaScript, Java, C/C++, R, Python

Frameworks and Libraries: ReactJS, React Native, Bootstrap, MongoDB, NumPy

Developer Tools: VSCode, Git, GitHub, Linuz/Unix, Velo by Wix

Experience

Marketing Director

Ignition Hacks

June 2022 - November 2022

- Devised and executed a comprehensive social media campaign, resulting in a record-breaking 700+ participants.
- Led and directed the marketing team to boost the number of participants by 188% since last iteration.
- Leveraged Figma to design captivating and cohesive social media posts, ensuring a visually appealing and consistent brand presence across multiple platforms.

Face Painter

Self-employed

July 2019 - Present

- Established partnerships with companies across the Greater Toronto Area, offering professional face painting services for diverse events, including Taste of India and Taste of Middle East, engaging with over 300,000 participants.
- Expanded geographic reach, solidifying a strong presence in the face painting industry within the GTA, increasing annual revenue by 3x since 2019.
- Employed and coordinated a team of skilled face painters to expanded service capacity, ensuring seamless event coverage and client satisfaction.

Youth Project Coordinator

S.E.A.S Centre

July 2020 - November 2020

- Handled entire project scope, managing the project team and the resources assigned to the project.
- Assisted colleagues by breaking down complex project topics into manageable components to delegate.
- Managed front desk with a focus on customer service, multitasking, and maintaining a welcoming environment

Projects

ENFT - Winner at GoldenHacks 4.0 — Figma, JavaScript, Velo by Wix, DeSo

- Won 'Top 5 Business Solutions', 'Technical Demo', and 'Best Use of Velo by Wix' out of 43 teams at GoldenHacks 4.0 by working with three colleagues to develop a web app that incentivizes environmental volunteering through NFTs.
- Prototyped in Figma, developed front-end with Velo, JavaScript and the DeSo Protocol Library to integrate authentication

MyAI — Figma, ReactJS, JavaScript, HTML/CSS

- Built a chatbox to provide 1:1 conversation that provides emotional support and advice for youth.
- Prototyped in Figma, developed front-end using React. Back-end was created using JavaScript to make the node server, which is responsible for calling the API.

BizFund — Figma, React Native, JavaScript, MongoDB, HTML/CSS

- Developed a mobile app to reinvent small business sustainability to help raise capital through blockchain technology to support the backbone of our economy.
- Designed and integrated a user authentication and authorization system using MongoDB to ensure protection of vulnerable information.
- Prototyped in Figma, developed the front end with React Native to enhance the development of a user-friendly and responsive mobile application.

Personal Website - dianalam122.github.io — React, JavaScript, HTML/CSS

- Developed fully responsive layouts that seamlessly adapt to diverse viewports, ensuring an enhanced user experience.
- Implemented Bootstrap to streamline and expedite the development process.
- Chose a fitting color scheme and typography, while employing Figma to design cover art, enhancing visual clarity.

Education

University of Waterloo

Candidate for Bachelors of Mathematics

- University of Waterloo President's Scholarship

Waterloo, Ontario

September 2023 - present